

# How digital companion apps deliver value throughout the drug lifecycle



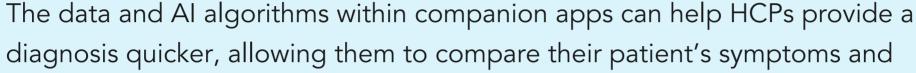
A core component of any successful therapeutic launch is ensuring patients stay engaged in their care. Digital companion apps offer a meaningful opportunity to both patients and pharma companies:

- A well-designed access and support strategy helps pharma brands find patients and support adherence to boost the LTV for each patient.
- By providing a centralized space for patients to track and monitor their health and disease evolution and receive tailored support, companion apps also benefit patients.

Read on to learn how digital companion apps bring value throughout the patient journey.

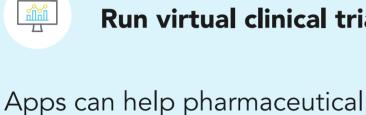
## Pre-Rx:

## Activate patients strategically with data and Al



### condition to thousands of data points.

**Accelerate diagnosis** 



clinical decision-making

Run virtual clinical trials

companies identify, run and assess results of clinical trials.



## Apps can help highlight innovative

**Identify new treatments** 

new treatments that might benefit a patient.

Rx:

## Enable clinical decision support, enhance access to care and easily onboard patients



## Companion apps offer a compliant and secure way for patients to share information

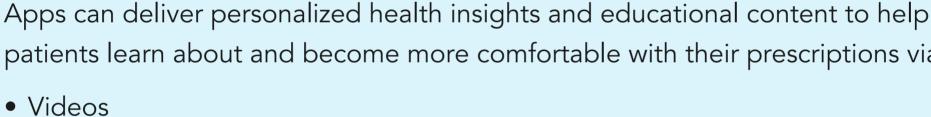
with HCPs, creating more treatment access touchpoints for patients. Through a

Help HCPs make informed treatment decisions with support for

companion app, HCPs can: • Determine whether a particular therapy will be covered by a patient's insurance • Continue to assess patient treatment plan fit based on their symptoms, response

- to medication and disease state, which can be recorded via:
- Medication tracking Symptom tracking
  - Photos and/or reports

  - Provide educational resources tailored to patients' needs



## patients learn about and become more comfortable with their prescriptions via:

 Tutorials (such as for self-injection) • Educational resources on the disease, therapeutic options and lifestyle tips • Testimonials from other patients and HCPs

Plus, chatbots and virtual care teams can answer questions, enabling real-time

feedback and reducing dependency on in-person consultations.

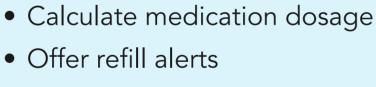
• Provide automated medication reminders

**Post-Rx:** 



## Support adherence with medication management Companion apps can:

Keep patients engaged in their care



• Enable remote monitoring by caregivers and others

Integrations with technologies, like connected drug delivery devices, help ensure

patients accurately take their treatments, from injection and inhalation tips to

timing guidance.

Make refills quick, easy

and convenient

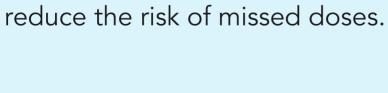
prescriptions by integrating with

the patient's preferred pharmacy.

Refill automation features also

Apps enable patients to easily refill

Track medication taking





Help patients manage their

disease and treatment

Patients can log symptoms and side

evolution right from the app, helping

medications or dosage as needed.

effects within the app. Over time,

they can generate a data-based

report that tracks their disease

healthcare providers adjust

# Support patients throughout their treatment journeys

Digital health solutions are a powerful tool for patients, HCPs and pharma companies.



### For patients and HCPs, these solutions can:

- to prescription • Help more easily manage patients'
- Improve patient and care team connection

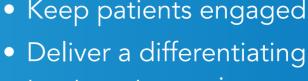
• Increase patient Rx adherence

 Empower patients to take an active role in their care

disease and treatment

As more and more digital solutions flood the market, it's crucial to find a

Support clinical decision-making



### successful launch Keep patients engaged in their care

• Lay the foundation for a

For pharma companies,

these solutions can:

- treatment experience Boost patient LTV • Generate real-world evidence data

partner you can trust. Aptar Digital Health has a track record of excellence providing digital health

solutions to power comprehensive, patient-centered programs that enhance the patient experience and help you reach your business objectives.